

AMENDMENTS TO THE CLAIMS

1 to 6. (Cancelled)

7. (Currently Amended) A process for preparing a pressure sensitive adhesive having enhanced resistance to water-whitening comprising the steps of:

- (a) forming a mixture in water of
 - (i) an initial amount of a polymerization initiator which produces radicals by a thermal decomposition to form a mixture and optional further surfactant;
 - (ii) a water-dispersible polymerizable surfactant selected from ethoxylated alkyl phenol sulfate surfactants,
- (b) forming a polymerizable aqueous pre-emulsion comprising
 - (i) a hydrophobic monomer mixture comprising at least one monomer selected from the group consisting of: alkyl (meth)acrylate ester of an C₁₋₄ alcohol and 2-ethyl hexyl acrylate; and up to about 30% by weight of the mixture of at least one styrenic monomer,
 - (ii) at least about 1% of the total weight of (i) to (iii) of one or more hydrophilic monomer(s),
 - (iii) at least about 5% of the total weight of (i) to (iii) of at least one partially hydrophilic monomer(s) selected from N-vinyl pyrrolidone; alkyl (meth)acrylate esters of methanol or ethanol; or mixtures thereof,the pre-emulsion further comprising the surfactant;
- (c) ~~contacting a portion of~~ the pre-emulsion formed from step (b) with the water mixture formed from step (a);
- (d) continuously adding further of said pre-emulsion formed from step (b) to said mixture formed from step (c) to polymerize said pre-emulsion to form a latex emulsion, and optionally adding further polymerization initiator during the polymerization of said pre-emulsion; and
- (e) optionally adjusting the pH of said latex emulsion with a suitable base to a pH of about 6.5 to about 9.

14. **(Previously Presented)** A method for labeling an article comprising the steps of

- (a) dispensing a label from a label facestock as claimed in claim 12, and
- (b) adhering the dispensed label onto the article.

15. **(Previously Presented)** A labeled article obtained by a method as described in claim 14.